

EOM/EOC

WCPO WCPO

wcpo.com kypost.com

Flight Dates 10/16/12-10/22/12

Order Sep 00:20:00

Product Estimate # Week # 3. 10.16-10.22.12

Billing Cycle

Order Share %

WXIX

Candidate. Sherrod Brown. 10.16-Alt Order # 302985 Contract / Revision

Billing Type Cash Original Date / Revision Agency Com 15%

> 10/26/12 10/26/12 Order Type **GENERAL Billing Contact**

Advertiser Friends of Brown / Democra

1831 Chestnut Street Billing Calendar BROADCAST

Philadelphia, PA 19103 Demographic

A35+ Agency **Shorr Johnson Magnus**

Rev Codes POL POL CAND **Buying Contact**

Product Codes PL Sales Office EWSDC

Sales Region NAT Priority P-1 1831 Chestnut Street

Advertiser Ref Agency Ref Philadelphia, PA 19103

Primary Account Executive

Daniel Baylog

Account Executive Order% Start Date **End Date**

Daniel Baylog 100%

Competing Station	n % of Order	Amount
CABLE	%	
UNKWN	100%	
WBQC	%	
WCET	%	
WCVN	%	
WKON	%	
WKRC	%	
WLWT	%	
WPTO	%	
WSTR	%	

Market Value

%

Order Totals Billing Plan

of Spots Rating Start Date End Date Month Net Amount Gross Amount # Spots Net Amount Gross Amount 0.00 10/01/12 \$24,480.00 October 2012 43 \$24,480.00 \$28,800.00 10/22/12 43 \$28,800.00

43 \$24,480.00 \$28,800.00 0.00 Totals

										Tota	ls
Ln Ch Start	End	Inventory Code	Break	Start/End T	ime Days	Len Sp	ots	Rate Pri	Rtg Type	Spots	Amount
1 WCPO 10/16/	12 10/22/12	M-F GMA 7-9am M-F GMA 7-9am	СМ	7-9a	МГWГF	:30	8	\$400.00 P-3	0.00 NM	10	\$4,000.00
Start Date	End Date	Weekdays	Spots/Week	Rate	Rating						
Week: 10/15/12	10/21/12	- TWTF	8	\$400.00	0.00						
Week: 10/22/12	10/28/12	M	2	\$400.00	0.00						
2 WCPO 10/16/	12 10/22/12	M-F GMTS 6-7a	CM	6-7a	МТWТF	:30	4	\$400.00 P-3	0.00 NM	5	\$2,000.00
		M-F GMTS 6-7a									
Start Date	End Date	Weekdays	Spots/Week	Rate	Rating						
Week: 10/15/12	10/21/12	- TWTF	4	\$400.00	0.00						
Week: 10/22/12	10/28/12	M	1	\$400.00	0.00						
3 WCPO 10/16/	12 10/22/12	M-F 730-8p	CM	M-F 730-8p	MTWTF	:30	4	\$500.00 P-3	0.00 NM	5	\$2,500.00

Print Date: 10/26/12



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kypost.com Contract / Revision

302985

Flight Dates 10/16/12-10/22/12

Hiatus Dates

Original Date / Revision 10/26/12 / 10/26/12

WCPO

Order Sep 00:20:00

Advertiser Friends of Brown / Democr Product Candidate. Sherrod Brown. Estimate # Week # 3. 10.16-10.22.12

									Tota	ls
Ln Ch Start	End	Inventory Code	Break	Start/End Ti	ime Days	Len Spo	ts Rate Pri	Rtg Type		Amount
Ctart Data	Fred Data	Jeopardy	Crata AMa ali	Data	Datina			-		
<u>Start Date</u> Week: 10/15/12	End Date 10/21/12	<u>Weekdays</u> - TWTF	Spots/Week 4	Rate \$500.00	Rating 0.00					
Week: 10/13/12	10/21/12	M	1	\$500.00	0.00					
4 WCPO 10/16/1	2 10/22/12			558-630p	MTWTF	:30	4 \$1,000.00 P-3	0.00 NM	5	\$5,000.00
Ctart Data	Fred Data	M-F 6-630p News		Data	Datin n					
<u>Start Date</u> Week: 10/15/12	End Date 10/21/12	<u>Weekdays</u> - TWTF	Spots/Week	Rate \$1,000.00	Rating 0.00					
Week: 10/13/12 Week: 10/22/12	10/21/12	M		\$1,000.00	0.00					
5 WCPO 10/20/1	2 10/20/12	SA 730-8p SA730-8P	СМ	730-758p	S-	:30	1 \$400.00 P-3	0.00 NM	1	\$400.00
Start Date	End Date	Weekdays	Spots/Week	Rate	Rating					
Week: 10/15/12	10/21/12	S-	1	\$400.00	0.00					
6 WCPO 10/16/1	2 10/22/12	M-F 7-730p Wheel of Fortune	СМ	M-F 7-730p	MTWTF	:30	4 \$500.00 P-3	0.00 NM	5	\$2,500.00
Start Date	End Date	Weekdays	Spots/Week	Rate	Rating					
Week: 10/15/12 Week: 10/22/12	10/21/12 10/28/12	- TWTF M	4	\$500.00 \$500.00	0.00 0.00					
E 7 WCPO 10/20/1			CM	658-730p	S-	:30	1 \$500.00 P-3	0.00 NM	0	\$0.00
	,,	SA7-730P		осо . оср	_	.00	. 4000.00.	0.00		Ψ0.00
Start Date	End Date	<u>Weekdays</u>	Spots/Week	Rate	Rating					
Week: 10/15/12	10/21/12	S- Description	1 Stor	\$500.00 E/End Time	0.00	Mookdaye	Longth Pate	Rtg Type		
Spot Ch Date Ra 2 VCPO 10/15/1				730p	-	<u>Weekdays</u> Sa	<u>Length</u> <u>Rate</u> :30 (\$500.00)			
Credited							(,,,,,,,,,,,,,,,,,,,,,,,,,,,,,,,,,,,,,,			
[Adding cas	sh to current	contract]								
8 WCPO 10/22/1	2 10/22/12	Monday Prime C Monday Prime C	СМ	10-11p	M	:30	1 \$3,000.00 P-3	0.00 NM	0	\$0.00
Start Date	End Date	Weekdays	Spots/Week	Rate	Rating					
Week: 10/22/12 Spot Ch Date Ra	10/28/12	M Description		\$3,000.00 t/End Time	0.00	Weekdays	Length Rate	Rtg Type		
2 VCPO 10/22/1			10-1		-	<u>иеекцауз</u> И	:30 (\$3,000.00)			
See MG 8.3	3	-		r			(,-,,			
	CHG - GLAS		40.4	4			00/00 000 000	0.00 144		
3 VCPO 10/22/1.	2-10/28/12 N	londay Prime C	10-1	1р	Ŋ	M	:30 (\$3,000.00)	0.00 NM		
~	. Will be add	ding cash to next w	eek's estimate	·.]						
9 WCPO 10/22/1	2 10/22/12	M8-10p Dancing	СМ	8-10p	M	:30	1 \$4,500.00 P-3	0.00 NM	1	\$4,500.00
		M8-10p Dancing		_						
<u>Start Date</u> Week: 10/22/12	End Date 10/28/12	<u>Weekdays</u> M	Spots/Week 1	Rate \$4,500.00	Rating 0.00					
11 WCPO 10/16/1		M-F 1135p-1202a	-	1135p-1202a		:30	4 \$500.00 P-3	0.00 NM	5	\$2,500.00
Start Date	End Date	Weekdays	Spots/Week	Rate	Rating					
Week: 10/15/12	10/21/12	- ТWГF	4	\$500.00	0.00					
Week: 10/22/12	10/28/12	M	1	\$500.00	0.00		п фэээ	0.00		AF 105 -:
12 WCPO 10/16/1	2 10/22/12	M-SU 11p Late N M-SU 11p Late N		11-1135p	MTWTF-S	:30	5 \$900.00 P-3	0.00 NM	6	\$5,400.00
Start Date	End Date	Weekdays	Spots/Week	Rate	Rating					
Week: 10/15/12	10/21/12	- TWTF- S M	5	\$900.00	0.00					
Week: 10/22/12	10/28/12	IAI	1	\$900.00	0.00					